

PRESS RELEASE

20th FESTIVAL OF LIGHTS, October 4–13, 2024

Record Attendance at the 20th Festival of Lights Berlin: Over 3.5 million people celebrated freedom together for 10 nights—peacefully and joyfully

Berlin, October 17, 2024.

The 20th FESTIVAL OF LIGHTS, held from October 4 to 13, 2024, in Berlin, saw a record-breaking turnout, attracting more visitors than in its previous 19 years. According to the organizers, over 3.5 million people took to the streets over ten nights to enjoy the uniquely diverse light art featured on numerous landmarks, monuments, and special buildings in celebration of this milestone year. Last year's attendance was around 3 million. "Even the wet and chilly weather on some days didn't deter visitors from flocking to the festival and immersing themselves in the vibrant displays and shows. That makes us very happy—and a bit proud," said Birgit Zander, organizer and director of the FESTIVAL OF LIGHTS.

For many visitors, the most emotional moment was likely the artistic portrayal of the "Trabi" on the Brandenburg Gate, the iconic car of the former GDR. "When the Trabi powerfully burst through a seemingly impenetrable wall on the capital's most famous landmark, many people had tears in their eyes. It brought back memories of the fall of the Berlin Wall 35 years ago. People were so moved that they shared their own experiences around the fall of the Wall and spoke with each other about their lives in freedom. In moments like these, we know that the great effort behind the festival is worth it. The visible joy of our visitors is the most beautiful recognition of our work," said Zander.

"We are especially pleased that visitors truly embraced our motto this year, 'Celebrating Freedom,' and celebrated the light art peacefully, joyfully, and together. In these times, that's not something we take for granted, and we're particularly grateful for it. The 20th FESTIVAL OF LIGHTS literally became a massive, peaceful celebration, allowing people to honor freedom and the opportunity it brings to shape life according to their own visions," emphasized Zander.

This year's Festival featured over 100 artworks across 48 unique locations and sites. More than 50 artists from 20 countries contributed to a vibrant, diverse, and often inspiring program, transforming Germany's capital into Europe's largest open-air gallery.

Berlin's Governing Mayor Kai Wegner, who served as patron of the 2024 FESTIVAL OF LIGHTS, expressed his appreciation in his address for the annual dedication of the festival team to this unique cultural highlight: "Congratulations to everyone involved in making this extraordinary festival possible: to those who, through the past 19 editions, have helped it become one of the world's most popular and renowned light art festivals, and who continue this success story—especially the organizers, their partners, and all the participating artists."

The FESTIVAL OF LIGHTS 2024 was made possible thanks to support from LEGO, Potsdamer Platz, SAP, Armani Beauty, Renault, Sparda-Bank Berlin, the State of Berlin with the "HAUPTSTADT MACHEN" campaign, WBM with the Nikolaiviertel, Humboldt Forum, Wolt, Kleinanzeigen, KIDDINX featuring Benjamin Blümchen, CUPRA City Garage Berlin, Estée Lauder Companies, the Berlin Chamber of Crafts, the Caritas Association for the Archdiocese of Berlin, WWF Germany, Toscana Promozione Turistica, VBB with the "i2030" project, Berlin University Alliance, the Ukrainian Institute in Germany, Commerz Real,

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